

Message Text

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SUBJECT: FY 1976 COUNTRY COMMERCIAL PROGRAM - SECOND AND
THIRD QUARTER PROGRESS REPORT

REF: (A) 75 STATE 244219 (B) 75 MANILA 14886

SUMMARY. IMPLEMENTATION OF CCP PROGRAM DURING SECOND AND
THIRD QUARTERS WAS CHARACTERIZED BY HIGHLY SUCCESSFUL
EXHIBIT PROGRAM OF U.S. BUSINESS CENTER AND BY LACK OF
RESOURCES TO UNDERTAKE MARKET RESEARCH AS PROGRAMMED.
IN ADDITION, THERE WERE SEVERAL NON-CCP REQUESTS FOR MARKET
RESEARCH AND THE INCLUSION OF TWO NON-CCP EVENTS FOR
THE FOURTH QUARTER AND AN IGOA TRADE MISSION FOR THE FIFT
QUARTER. TO MEET CCP AND NON-CCP OBJECTIVES, WE NEED
COMMERCE SUPPORT FOR CONTRACT SERVICES FOR MARKET RESEARCH
WHICH CANNOT BE HANDLED BY POST'S EXISTING RESOURCE.
END SUMMARY.

1. U.S. BUSINESS CENTER WAS HOST TO THE U.S. AUTOMOTIVE
SERVICE EQUIPMENT EXHIBITION AND THE U.S. BUILDERS' HARDWARE
AND SUPPLIES EXHIBITION DURING THE SECOND QUARTER. THE
FIRST SHOW AS PARTICULARLY OUTSTANDING AS IT RECORDED
ABOUT 1,000 VISITORS, 139 TRADE INQUIRIES, AND TOTAL
SALES OF \$355,000. BOTH SHOWS WERE REPORTED IN MANILA
A-10, JANUARY 10, 1976. THEY WERE FOLLOWED BY THE
PROCESS CONTROLS EXHIBITION ON MARCH 30 TO APRIL 2
WHICH FEATURED 15 U.S. COMPANIES.

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2. IN LINE WITH THE CCP, A LARGE TIMBER INDUSTRIES TRADE

MISSION VISITED THE PHILIPPINES FEBRUARY 22 TO 28. ITS PROGRAM INCLUDED DAVAO, THIRD LARGEST CITY AND LEADING CENTER OF THE WOOD INDUSTRY. IT WAS THE FIRST TIME THAT A USG TRADE MISSION WENT TO THE PROVINCES. A HIGHLY SUCCESSFUL HEALTH CARE TECHNICAL SALES SEMINAR WAS HELD APRIL 5 TO 8.

3. THREE NEW EVENTS ARE BEING ADDED TO THE CCP -- U.S. OFFICE EQUIPMENT, COMPUTER, AND SUPPLIES CATALOG SHOW IN MAY; EDUCATION TRAINING AIDS CATALOG SHOW IN JUNE; AND AN IGOA METALWORKING TRADE MISSION IN AUGUST. COMMERCE ALSO REQUESTED MARKET BRIEFS ON AUTOMOTIVE EQUIPMENT AND METALWORKING EQUIPMENT.

4. BECAUSE OF STAFF SHORTAGES REPORTED EARLIER (REF B) WE HAD RECOMMENDED COMMERCE PROVIDE FUNDS FOR THE CONTRACTING OF THE MARKET RESEARCH ON FOOD PROCESSING AND PACKAGING EQUIPMENT, BUT WE HAVE RECEIVED NO RESPONSE TO THIS REQUEST. WE ARE ALSO PROGRAMMED IN THE CCP FOR A MARKET RESEARCH BY JUNE 30 ON PRINTING AND GRAPHIC ARTS EQUIPMENT. FOR THIS STUDY WE RESPECTFULLY REQUEST FUNDS FOR OUTSIDE RESEARCH, SINCE WE WILL BE FULLY COMMITTED DURING JUNE TO THE EDUCATION TRAINING AIDS CATALOG SHOW, AN EVENT ADDED TO THE CCP.

5. FOR BOTH THE MAY AND JUNE CATALOG SHOWS WE INTEND TO OFFER LOCAL REPRESENTATIVES OF U.S. COMPANIES PARTICIPATING IN THE SHOWS AN OPPORTUNITY TO FURNISH PRODUCT DISPLAYS. THE ACTUAL EXHIBITION OF SOME EQUIPMENT WILL GREATLY ENHANCE THE CATALOG SHOWS. THE DISPLAYS WILL BE DONE EQUITABLY AND SIMPLY, AND WILL CONSTITUTE A RECOGNITION OF THE IMPORTANT ROLE PLAYED BY ON-THE-SPOT REPRESENTATIVES.

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